

## Councilor Woodard's Notes on 2015 National Recreation and Park Association Conference, September 15-17, 2015

### Tuesday - General Session

Social equity means no matter the social class city recreation provides everyone an equal footing in fitness, health, recreational needs, goals and opportunities.

US Surgeon General - Dr. Murthy states "Public recreation and community centers provide healthy lifestyle activities, advocate and support walkable communities with a wheelchair emphasis in design and development. He has a call to action - to create a nation of walkers. To do this requires:

- Recreational programming with something for everyone.
- Programs that motivate and inspire people to reduce risk of diabetes and heart disease
- Places people can go they feel safe.
- Community centers now educate our children on healthy lifestyle, not our schools.
- Community recreation programs are now the policy makers where we live and where health disparity grows and the public health battle is becoming more parks and rec's oriented to mitigate this problem.
- No kid should suffer because of where they live or social economic status.
- The new city recreation build out model must be developed by the 8/80 model. Build for 8 and 80 year olds, than everything in between is addressed. Do not build programs for only 30 year olds and athletes.

Too often potholes and pavement appear to be more important than fitness and health. Social equity challenges these budget priorities with a mindset that must change if we're to develop a sustainable city. How is it that with the means to drive to fitness and recreation areas have more rights than those that do not have means to a vehicle or resources to get those recreation facilities, services and programs?

The first step to achieve a fit healthy lifestyle for all is to plan, design and develop safe neighborhood passage to activated space people can walk to near their neighborhoods. Like drivers, those that don't drive, or can't afford the luxury have the right to walk, or bike on safe public right of way. The Surgeon General proclaims that parks and recreation policies which address social equity save lives. NRPA saves lives through their multiple partnerships, grants, education, and community support events, etc.

### Tuesday - Build Voter Support for a Strong Ballot Measure

### Tuesday - Build an Inclusive Destination Place

- Includes special needs play area space to reduce overstimulation, and emotional needs.
- Interactive city learning experience
- Playground for all kids. (Round Rock Texas).

- Build through neighborhood fundraising partnered with city parks and recreation department MOU. A city recreation 501(c) 3 non-profit foundation (receives all donations, grants, bequests and per MOU, plans and implements CIP's).

### Wednesday - Actions Sports Parks from Design 237

If you don't build skate parks to city-specific riding challenges, or they do not invite bikers, cross cycling, BMX, or razor riders than you've invested in a facility that is not cradle-to-grave useful. For instance, how many of you skateboard vs. how many of you bike? If we're thinking about a biking facility then we must consider the latest sustainable innovations in the industry. If we build it they will come and it will become a destination place. These are great revenue producers with events, tournaments, slalom competition and intramural sports, skate camps, and officer-led biking safety courses. YMCA has held such organized events. All-terrain parks include adaptive plaza concepts, such as planters designed to grind on that are designed for timeless use and competition: \$40-50sqft to build.

### Wednesday - Commercial Recreation Design Blunders and Glitches 251

This presentation had at least 50 Recreation Design Blunders and Glitches and shows us lessons learned in building a publically owned 21st Century City Recreation Facility.

A list was provided of what not to do vs. to do during design and construction so tax payer dollars are not wasted. This slide presentation will be printed by city recorder and inserted into Councilor Goodhouse's weekly mail bag drop off as requested. If any other councilors would like a printed copy of this presentation or download file please make the request through staff.

### Wednesday - Take your Park Foundation to the Next Level 281

What do you want to be - a recreation provider for the city or region? Do you want to be an advocacy group for recreation? Capital improvement programs, public works and parks and recreation budgets must be kept separated. Will the foundation receive dollars, receive, sell and purchase properties for public recreation use? Foundations can insert themselves between public works and parks and recreation. Ask if the MOU with city parks and recreation and council agrees to allow the foundation to be a private non-profit, not required to reveal records or audits. Or will both agree on some transparency policy? Will the MOU specify who is responsible for advocacy, legislative support, or a feasibility study? Non-profits can do a variety of things but usually not all: Concept planning with task force, policy recommendations, education, design, management/operations, land acquisition, maintenance, construction, and administrative role. Who's the decision maker? A foundation accepts money. It is a bad idea for economic development, community planning and city engineers to manage recreation projects (but they can support). Foundation can be instrumental in project management with recreation industry specialists and consultants.

An MOU may incorporate a volunteer coordinator. They should be metric driven and know how to recruit with sustained relative qualifier listings. Managing a strong volunteer base requires a full-time volunteer recruiter.

Develop mission statement, values and sustainable scope for foundation organization.

Park foundation may want to retain control over public governance. City council and staff may sit on boards with partnership recommendations.

#### Thursday - Creating and Maintaining a Quality Internship

IAW US Fair Labor Acts as applied to Non-Profit or For-Profit Lead Organizations. Advantages and disadvantages are in the notes.

#### Thursday - City Parks as Classrooms

Partner with schools for parks conservancy and education. Use in curriculum to build and sustain so the next generation learns about stewardship, ecology and taking care of the environment and parks.

#### Thursday - National Bike Park Destination and Development

Bike park community - Hilride Consulting specializes in this type of development facility amendments: Griffen Bike Park. NICA National and International Cycling Association. These have huge economic impact as they are a destination places.

If community building, economic development, social equity, jobs, healthy lifestyle and moral leadership are important values, then cities must invest in recreational facilities to people of all ages, abilities and socio-economic class. Where memories are made, lessons learned and positive experiences are reflected upon by everyone. I can't think of any better way to create a sustainable city model where organized city recreation not only brings community together but teaches us how to maintain fitness levels, good health and work together for the common good.